



Melissa
DINWIDDIE

INNOVATION STRATEGIST
& KEYNOTE SPEAKER

Short Bio

Hi! I'm Melissa.

I used to believe I wasn't creative. Yet, every "impossible" I've pursued has become a reality.

At 16, I took my first dance class, dreaming of Juilliard. Three years later, I got in. In my late 20s, I picked up calligraphy and envisioned an art career. A year later, I landed my first client and thrived as a calligrapher / artist (in Silicon Valley, no less!) for 15 years. In my late 30s, I dreamed of singing jazz. A year later, I was performing across the SF Bay Area.

From performing for 6,000 people at Arco Arena to writing an acclaimed book on creativity, my journey has been about transforming impossibilities into realities. I've toured as a calligraphy teacher and singer-songwriter and led creativity retreats globally.

What truly fulfills me is helping others create their impossibles, especially in creativity and innovation. I've collaborated with top teams at companies like Facebook, Google, Uber, and Salesforce. My unique background has shaped a system that unlocks innate creativity, even in the most analytical minds.

Using my accessible framework, I assist stressed-out leaders under tight deadlines to foster a culture where breakthrough innovations are the norm. This transformation boosts job satisfaction and enhances team communication and collaboration.

Are you ready to **Create the Impossible™**?



Long Bio

Melissa Dinwiddie's journey to becoming a renowned innovation strategist began with a surprising revelation: she wasn't the "non-creative person" she'd believed herself to be for 15 years. This epiphany launched her into a fifteen-year career as a professional artist in Silicon Valley, opening her eyes to a universal truth - creativity isn't a rare gift, but an innate human trait often buried under years of self-doubt.

"Every 'impossible' I've pursued has become a reality," Melissa reflects, from aspiring dancer to Juilliard student, from curious calligrapher to sought-after artist, and from jazz enthusiast to Bay Area performer. Each transformation equipped her with a unique lens to view innovation and possibility.

Turning her attention to the corporate world, Melissa discovered her true calling. In boardrooms across Silicon Valley, she encountered brilliant minds grappling with the same creative doubts she once faced. Engineers, developers, and executives - the very people crafting the future of technology - often struggled to recognize their own creative potential.

This realization sparked Melissa's groundbreaking Create the Impossible™ framework. Drawing on her diverse artistic background, she developed a system that unlocks creativity in even the most analytical minds. Her approach isn't about teaching creativity - it's about unlearning the barriers that stifle our innate creative abilities.

Melissa's keynotes are immersive experiences that blend multiple creative expressions with playful, interactive activities. Audiences don't just listen - they participate, engage, and often surprise themselves with their own creative capabilities. Laughter and "aha" moments are common during her sessions.

"All humans are creative - it's part of who we are," Melissa asserts. "We can strengthen the 'muscle' of creativity, but the biggest thing most people need is to unlearn years of programming that have stifled their innate creativity!"

This philosophy has led Melissa to collaborate with top teams at companies like Facebook, Google, Uber, and Salesforce. She specializes in helping stressed-out leaders under tight deadlines foster a culture where breakthrough innovations are the norm. The results? Boosted job satisfaction, enhanced team communication, and a newfound ability to tackle seemingly impossible challenges.

As Melissa steps onto stages - whether physical or virtual - her contagious energy and "Play Hard" approach captivate audiences. She's not just a speaker; she's a "Joy Amplifier," elevating the entire event atmosphere with her warm, approachable presence.

From performing for 6,000 people at Arco Arena to penning an acclaimed book on creativity, Melissa's journey continues to be about transforming impossibilities into realities. Now, she's on a mission to help others do the same, leaving audiences fired up and ready to Create the Impossible™ in their own lives and organizations.